Preventing Childhood Overweight

FFY11 Framework for Developing Local Initiatives and Reporting Progress to the State

For more information contact State WIC Office at 1-800-392-8209 Rita Arni - <u>rita.arni@dhss.mo.gov</u> http://www.dhss.mo.gov/WICLWP/FitWIC-MO.html

LWP Implementation Plan for Fit WIC Missouri:

- Familiarize yourself with USDA's Fit WIC summary of findings and recommendations at http://www.fns.usda.gov/oane/MENU/Published/WIC/FIL_ES/fitwic.pdf. Become familiar with the Fit WIC Missouri program design (Table 1).
- 2. **Agency role** Using Family Involvement: Nutrition (Table 2), select 3 nutrition behavior goals as a focus of education in your agency.
- 3. **Agency role** Using Family Involvement: Physical Activity (Table 3), select 3 physical activity behavior goals as a focus of education in your agency.
- 4. **Agency role** Select one or more activities as an agency focus of supporting WIC staff in healthy behaviors (Table 4) and/or community involvement (Table 5). Activities from one or both may be selected.
- 5. Plan FFY11 Fit WIC Missouri activities based upon goals selected. The target behaviors and activities listed in Table 2, 3, 4, and 5 are evidence-based or best practice recommendations for preventing overweight and are preferred activities for statewide implementation.
- 6. Report results of the 3 selected nutrition behavior goals, physical activity behavior goals, and selected activity(ies) from supporting WIC staff and/or community involvement on **LAP annual evaluation** (and upon request of State WIC office using Table 6).

Fit WIC is a nationwide program to prevent childhood overweight in the WIC community. Fit WIC projects were piloted in 5 state agencies (California, Kentucky, Vermont, Virginia, and the Inter Tribal Council of Arizona) in 1999 with funding from USDA's Food and Nutrition Service. Since that time. the lessons learned and resulting recommendations have been used to implement Fit WIC in additional states, including Missouri.

Fit WIC Missouri uses evidence based recommendations to prevent overweight in children. As a participant in FFY11 Fit WIC Missouri, resources you will need are:

- Fit WIC: Programs to Prevent Childhood Overweight in Your Community: The Implementation Manual for the Fit WIC Childhood Overweight Prevention Project, available at
 - http://www.nal.usda.gov/wicworks/Sharing_Center/FITimplementation/cover.pdf,
- Fit WIC: Programs to Prevent Childhood Overweight in Your Community: Final Report, available at http://www.fns.usda.gov/oane/MENU/Published/WIC/FILES/fitwic.pdf
- Food and Fun for Families, available at http://www.nal.usda.gov/wicworks/Sharing Center/gallery/foodfunfamilies.htm
- A list of recommended activities for using in Missouri from Food and Fun for Families, attached and available at http://www.dhss.mo.gov/WICLWP/FitWIC-MO-Resources.html
- The Fit WIC Missouri logo for promotional use in your agency available at http://www.dhss.mo.gov/WICLWP/FitWIC-MO.html

Additional recommended resources:

- Preventing Childhood Obesity: Health in the Balance, Institute of Medicine, 2005, available at http://www.nap.edu/catalog.php?record_id=11015
- Expert Committee Recommendations on the Assessment, Prevention, and Treatment
 of Child and Adolescent Overweight and Obesity, June 6, 2007 available at
 http://www.ama-assn.org/ama1/pub/upload/mm/433/ped_obesity_recs.pdf



Fit WIC MISSOURI PROGRAM DESIGN – TABLE 1

Instructions: The following framework of activities provides a mechanism for Missouri WIC communities to become a partner in addressing prevention and treatment of childhood overweight. Think about the activities your agency is already doing. You may be meeting many goals of Fit WIC MO.

Program	Explanation	Outcome
Design		
Involve families with children ages 2-5	Involve all families with children, regardless of the child's weight status. It is not necessary that children be identified as at-risk for overweight or overweight to participate in Fit WIC activities.	Initial and exit contact
Pair physical activity and nutrition	Embrace physical activity as an essential element of nutrition assessment and education. Physical activity goes hand-in-hand with nutrition for optimal weight and health.	Each selected intervention must include 1) a nutrition component paired with 2) a physical activity component.
Select nutrition education and physical activity resources from recommended resources	The list of recommended resources that will best meet Missouri goals is provided. All resources are available on the web from Fit WIC's <i>Food and Fun for Families</i> at http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/foodfunfamilies.htm .	Identify resources used
Create lesson plans with a focus on healthy lifestyle rather than weight	Give parents opportunities to explore ways to help their children improve their diets, increase physical activity, and decrease TV watching. Emphasize problem solving rather than information giving. Include children in activities as much as possible. Offer participatory physical activity and cooking sessions. (Lesson Plan Worksheet available in the WIC TAP at http://www.dhss.mo.gov/WICLWP/forms.html .)	Nutrition lesson plans (group or individual) using MO WIC format for Local Agency Nutrition Education Lesson Plan in the WIC TAP
COMPONENTS		
1) Family Involvement	Help families set goals for health, not for weight. Encourage families to make fruits and vegetables readily available in the home, to limit snack foods and beverages available to children in the home, to allow children to determine their own portions, to offer smaller portions, avoid using food as a reward and limiting TV viewing time to less than two hours per day. Discuss physical activities families can participate in together, both indoor and out. Offer ideas from <i>Food and Fun for Families</i> .	

2) Supporting	WIC staff are the best role models for WIC families. Support staff in making	# of activities
WIC Staff	healthy lifestyle choices. Organize activities within the organization to	accomplished
(Choose this	encourage healthy nutrition and physical activity choices (for example, log	(evaluation
and/or	minutes of exercise daily/weekly, organize a "healthy lunch day" when staff	tool
Community	members each contribute a healthy dish.) Offer incentives, if possible.	provided)
Involvement	Advertise the success of these programs in the local paper, or post on a bulletin	
component)	board within the organization.	
3) Community	Join with other groups to make healthy foods more available and affordable, and	# of activities
Involvement	volunteer to provide nutrition education to groups outside of WIC (for example,	accomplished
(Choose this	Head Start, Parents As Teachers, local YMCA). Work to improve safety of and	(evaluation
and/or	access to recreation areas, help to make physical activity classes accessible and	tool
Supporting	affordable for low-income families, and/or develop a community physical	provided)
WIC Staff	activity resource guide.	
component)		

FAMILY INVOLVEMENT: NUTRITION – TABLE 2		
	cipant selects one nutrition goal and one physical activity goal (from list below and based on agency education target). goals in MOWINS. Agency follows up at conclusion of certification period and documents follow up in MOWINS.	
	Nutrition Behavior	
(Agency select 3 behavior goals as a focus of nutrition education)		
	(Participant select 1)	
	1. Offer new fruits or vegetables multiple times (up to 10 times).	
	2. Make a variety of nutritious, low-energy dense foods, such as fruits and	
"	vegetables, available in the home.	
	3. Limit purchases of food and beverage items high in calories and low in	
	nutrients.	
	4. Limited or no consumption of sugar sweetened beverages.	
	5. Increase frequency of family meals.	
	6. Turn the TV off during meals.	
	7. Serve smaller portions or let children self-select portion size.	
	8. Eat breakfast daily.	
	9. Avoid using food as a reward or punishment.	
	10. Provide a positive role model of eating behaviors for your child(ren).	

FAMILY INVOLVEMENT: PHYSICAL ACTIVITY – TABLE 3

Instructions: Participant selects one nutrition goal and one physical activity goal (from list below and based on agency education target). Agency documents goals in MOWINS. Agency follows up at conclusion of certification period and documents follow up in MOWINS.

period and documents follow up in MOW INS.	
	Physical Activity Behavior (Agency select 3 behavior goals as a focus of education) (Participant select 1)
	1. Encourage and monitor outdoor play.
	2. Walk or bicycle with your child to run errands or as a regular means of transportation.
	3. Participate in opportunities for physical activity in the community.
	4. Center family outings around physical activity.
	5. Give gifts that encourage activity.
	6. Limit TV viewing and recreational screen time to less than two hours per day.
	7. No TV in the room where the child sleeps.
	8. One hour or more of daily physical activity.
	9. Provide a positive role model of physical activity behaviors for your child(ren).

SUPPORTING WIC STAFF – TABLE 4		
Instructions: Select this or Community Involvement component. LWP's will support WIC staff in at least one activity from the list below.		
SUPPORTING WIC STAFF Activity (Agency select 1 or more)	Date accomplished and brief description	
1. Provide training for WIC staff to use a learner-centered (or facilitated education) approach in conducting group nutrition education sessions to more effectively address weight issues.		
2. Provide training for WIC staff to use motivational counseling in individual nutrition education to more effectively address weight issues.3. Provide the opportunity for activity breaks at work.		
4. Provide opportunities for healthy snack breaks or meals at work. 5. Provide nutrition education opportunities for all WIC staff. 6. Provide opportunities for employees to sustain breastfeeding.		
7. Improve the nutrition environment in the workplace through policies, promotion and practice.		

COMMUNITY INVOLVEMENT – TABLE 5

Instructions: Select this or Supporting WIC Staff component. LWP's will be involved in at least one community activity from the list below.

COMMUNITY INVOLVEMENT Activity (Agency select 1 or more)	Date accomplished and brief description (including # people reached and partners)
1. Form or join a community coalition to address health issues and make obesity prevention a local priority.	
2. Assess the type and range of locally available food resources in the community to address food insecurity problems and make one improvement.	
3. Begin a program to promote community or school gardens, or farm-to-cafeteria programs.	
4. Host "fruit and vegetable snack breaks" for playgroups or sporting events.	
5. Post posters promoting healthful food choices (especially fruits/vegetables) at various community sites.	
6. Complete a Community Assessment Facility worksheet (from Food and Fun For Families) to establish a plan for communicating with local leaders/organizations.	
7. Create a place in the local community where children can safely walk, bike, and play.	
8. Improve a built facility to encourage more frequent use by members of the community.	
9. Host a physical activity fair at school, church, or local facility. 10. Create a community walking club.	
11. Team up with local businesses for gift certificates to places that encourage physical activity.	
12. Develop Fit WIC Parent Newsletter (or use the ones in Food and Fun For Families) to encourage physical activity/healthful food choices, or contribute an article regularly to a local newspaper.	
13. Hold an Active Play Class for parents/guardians in conjunction with another program (i.e., Parents As Teachers).	
14. Form child playgroups.	

LOCAL AGENCY EVALUATION – TABLE 6	
Instructions: Send completed evaluation to Rita Arni at rita.arni@dhss.mo.go	v by September 30, 2011
Which nutrition behavior(s) did your agency select? 1. Offer new fruits or vegetables multiple times (up to 10 times). 2. Make a variety of nutritious, low-energy dense foods, such as fruits as 3. Limit purchases of food and beverage items high in calories and low in a 4. Limited or no consumption of sugar sweetened beverages. 5. Increase frequency of family meals. 6. Turn the TV off during meals. 7. Serve smaller portions or let children self-select portion size. 8. Eat breakfast daily. 9. Avoid using food as a reward or punishment. 10. Provide a positive role model of eating behaviors for your child(ren). 11. Other agency specific goal.	and vegetables, available in the home. nutrients.
Which physical activity behavior(s) did your agency select? 1. Encourage and monitor outdoor play. 2. Walk or bicycle with your child to run errands or as a regular means of the selection of	er day.
	Date accomplished and brief description
Which activity from supporting WIC staff did you select? ☐ 1. Provide training for WIC staff to use a learner-centered (or facilitated education) approach in conducting group nutrition education sessions to more effectively address weight issues. ☐ 2. Provide training for WIC staff to use motivational counseling in individual nutrition education to more effectively address weight issues. ☐ 3. Provide the opportunity for activity breaks at work. ☐ 4. Provide opportunities for healthy snack breaks or meals at work. ☐ 5. Provide nutrition education opportunities for all WIC staff. ☐ 6. Provide opportunities for employees to sustain breastfeeding. ☐ 7. Improve the nutrition environment in the workplace through policies, promotion and practice. ☐ 8. Other agency specific activity.	
	Date accomplished and brief description (including # people reached and partners)

Which community involvement activity did you select?	
1. Form or join a community coalition to address health issues and make	
obesity prevention a local priority.	
2. Assess the type and range of locally available food resources in the	
community to address food insecurity problems and make one	
improvement.	
☐ 3. Begin a program to promote community or school gardens, or farm-	
to-cafeteria programs.	
4. Host "fruit and vegetable snack breaks" for playgroups or sporting	
events.	
5. Post posters promoting healthful food choices (especially	
fruits/vegetables) at various community sites.	
☐ 6. Complete a Community Assessment Facility worksheet (from Food	
and Fun For Families) to establish a plan for communicating with local	
leaders/organizations.	
7. Create a place in the local community where children can safely walk,	
bike, and play.	
8. Improve a built facility to encourage more frequent use by members	
of the community.	
9 Host a physical activity fair at school, church, or local facility.	
10. Create a community walking club.	
11. Team up with local businesses for gift certificates to places that	
encourage physical activity.	
12. Develop Fit WIC Parent Newsletter (or use the ones in Food and Fun	
For Families) to encourage physical activity/healthful food choices, or	
contribute an article regularly to a local newspaper.	
13. Hold an Active Play Class for parents/guardians in conjunction with	
another program (i.e., Parents As Teachers).	
14. Form child playgroups.	
15. Other agency specific activity.	
Did you develop agency handouts or resources? Please attach.	
(These may be posted to the Fit WIC MO web page)	
(These may be posted to the Tit Wie Wie page)	
How did working with Fit WIC MO shangs the massages you	
How did working with Fit WIC MO change the messages you	
deliver about childhood overweight?	
Tell us what worked well. How did participants react to Fit WIC	
MO messages? Were there unexpected reactions?	
Tell us what barriers you encountered.	
1011 do William Sallions y ou encountered.	
Did you discontinue Fit WIC MO during the year? Why?	
Your comments are welcome and appreciated.	
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RECOMMENDED RESOURCES FOR FIT WIC MISSOURI

From Food and Fun for Families

http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/foodfunfamilies.htm

Food and Fun for Families is a gallery of State-developed, printable materials originally developed for the Fit WIC obesity prevention initiative. All materials are available on the web. This list of recommended resources will best meet the goals of Fit WIC Missouri. The materials are organized into four topic areas: Active Play, Family Meals, Fruits and Vegetables and Water.

ACTIVE PLAY

Fit WIC Families: Activities for Learning about Nutrition and Physical Activity http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-ITCAZ/NutritionFunforWICFamilies.pdf

This comprehensive resource manual (23-page color) for WIC families is designed to introduce nutrition and new foods to preschool children, help caregivers establish good feeding relationships with their children and provide nutrition and active play activities for the whole family. Incorporates facilitated learning, and is a family-centered approach with a caregiver and preschooler section. Activities include both the nutrition and physical activity component.

Fit WIC Activities

http://www.nal.usda.gov/wicworks/Sharing Center/FIT-VT/activitiesbookletformatVT.pdf This 45-page color notebook for parents and their preschoolers is designed to help foster children's health and development through active physical play. The book is full of ideas for playing actively, building physical skills and finding new places in the community to play.

Fit WIC Educator's Guide

http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-VT/educatorguideVT.pdf
A resource guide (42-page color) for educators of families with young children provides physical activity lesson plan ideas (WICtivities) for preschoolers and their families to help increase the time young children spend playing actively and decrease the time they spend being sedentary.

Fit WIC News

Healthful eating and physical activity focused newsletters (2-page color) help parents and caregivers teach children that healthy foods and family meals are important family times for enjoying good food and sharing time together.

Recommended Series Titles:

- Kids Know Best/Get Moving http://www.nal.usda.gov/wicworks/Sharing_Center/ITCA_FitWicNews1.pdf
- Make Mealtimes Happy Times/Play Everyday
 http://www.nal.usda.gov/wicworks/Sharing_Center/ITCA_FitWicNews2.pdf

 Note: This newsletter says to limit TV to 1 hour or less per day. In an effort to provide a consistent message statewide, change this statement to Missouri's message

to limit TV and recreational screen time to less than 2 hours per day for 2-5 year olds, and to discourage TV viewing among children younger than 2 years of age altogether (per American Academy of Pediatrics recommendation).

• Let Your Kids Help in the Kitchen/Take Time to Play http://www.nal.usda.gov/wicworks/Sharing_Center/ITCA_FitWicNews3.pdf

Playing With Your 3 to 5 Year Old

http://www.dhss.mo.gov/WICLWP/pdf/R_1094_Playingwith4-6.pdf http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-CA/childactivities.pdf http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-CA/spanishchild.pdf

This color tri-fold brochure includes examples of age appropriate activities, lists of toys and games and explains why active play is important for your 3 to 5 year old. Also available in Spanish.

Playing With Your Baby

http://www.dhss.mo.gov/WICLWP/pdf/R_1092_Playingwithbaby.pdf

http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-CA/babyactivities.pdf

http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-CA/spanishbaby.pdf

This color tri-fold brochure includes examples of activities, lists of toys and games and the reasons why active play is so important for baby's development. Also available in Spanish.

Playing With Your Toddler

http://www.dhss.mo.gov/WICLWP/pdf/R_1093_Playingwith1-3.pdf

http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-CA/toddleractivities.pdf

http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-CA/spanishtoddler.pdf

This color tri-fold brochure includes examples of age appropriate activities, lists of toys and games and explains why play is important for your toddler. Also available in Spanish.

FAMILY MEALS

Feeding Children With Love: Activity for Caregivers

http://www.nal.usda.gov/wicworks/Food_Fun/caregiver_activities_feeding.pdf

The goal of this group discussion session is to present the roles of the caregiver and child in the feeding relationship and to provide tips for successful mealtimes. Part of Fit WIC Families: Activities for Learning about Nutrition and Physical Activity.

Fit WIC News

Healthful eating and physical activity focused newsletters (2-page color) help parents and caregivers teach children that healthy foods and family meals are important family times for enjoying good food and sharing time together.

Recommended Series Titles:

- Kids Know Best/Get Moving http://www.nal.usda.gov/wicworks/Sharing_Center/ITCA_FitWicNews1.pdf
- Make Mealtimes Happy Times/Play Everyday
 http://www.nal.usda.gov/wicworks/Sharing Center/ITCA FitWicNews2.pdf

 Note: This newsletter says to limit TV to 1 hour or less per day. In an effort to provide a consistent message statewide, change this statement to Missouri's message to limit TV and recreational screen time to less than 2 hours per day for 2-5 year

olds, and to discourage TV viewing among children younger than 2 years of age altogether (per American Academy of Pediatrics recommendation).

• Let Your Kids Help in the Kitchen/Take Time to Play http://www.nal.usda.gov/wicworks/Sharing_Center/ITCA_FitWicNews3.pdf

Healthy Brown Bag Challenge

http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/fam_meals2.htm#fm6

This 8-week challenge encourages staff members to plan lunch time meals and improve the nutritional quality of lunches eaten at work. Includes instructions and tracking sheet, handout with examples of healthy lunches and sample menus. Use this for an activity supporting WIC staff. (Update to 2005 Dietary Guidelines)

I'm Hungry As A Bear – Activity for Preschoolers

http://www.nal.usda.gov/wicworks/Food_Fun/hungry_as_bear.pdf

The goal of this lesson is to help children become aware of when they are hungry or full, as well as introduce them to new foods and new ways to prepare foods. Part of Fit WIC Families: Activities for Learning about Nutrition and Physical Activity.

Make Meals Memorable

http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-VA/Mealtime_Brochure.pdf http://www.nal.usda.gov/wicworks/Sharing_Center/FIT-VA/Mealtime_Brochure_Spanish.pdf Participant handout provides tips for happy meals, lists the benefits of eating together as a family and gives examples of what to expect from your toddler and preschooler at mealtimes. This trifold color brochure is also available in Spanish.

Mealtime Group Education Kit

http://www.nal.usda.gov/wicworks/Sharing Center/gallery/fam meals3.htm#fm10

This group education lesson plan assists caregivers in understanding the importance of eating together and talking with their children during meals and encourages them to increase the number of meals that the family eats together. Kit includes step-by-step lesson plan, overhead transparencies, discussion guide, participant goal card (Spanish version) and mealtime place mat.

What Foods and How Much to Feed Your Family - Activity for Caregivers

http://www.nal.usda.gov/wicworks/Food Fun/caregiver activities howmuch.pdf

The goal of this group discussion session is to brainstorm foods that are appropriate for children (type of food and amount) and to identify the benefits of choosing healthy foods.

FRUITS AND VEGETABLES

Vegetable Party: Activity for Preschoolers

http://www.nal.usda.gov/wicworks/Food Fun/vegetable party.pdf

The goal of this lesson is to teach children the importance of eating fruits and vegetables every day, as well as introduce them to new vegetables and ways to prepare them. Update this lesson to remove references to 5 servings of fruits and vegetables per day. *Note: Could also use carrots and peanut dip from I Love Carrots: Activity for Preschoolers, to emphasize this message.* Part of Fit WIC Families: Activities for Learning about Nutrition and Physical Activity.

WIC Team Fruit and Vegetable Challenge

http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/fruit_veg2.htm#fv6

This program challenges WIC staff to consume fruits and vegetables every day for two weeks. Includes instructions and tracking sheet and award certificate. Use this for an activity supporting WIC staff. Update this activity to a daily target of 4 ½ c fruits and vegetables, rather than 5 servings.

WATER

Water Group Education Kit

http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/water1.htm

This group education lesson plan is designed to assist participants in identifying beverages high in sugar and develop strategies for making drinking water fun for their children. Kit includes step-by-step lesson plan, overhead transparencies, discussion guide, participant goal sheet (also available in Spanish) and parent brochure (also available in Spanish). *Note: Information on what kid's need to drink says 2 cups (16 oz) low fat milk for children over 2 years. Missouri recommends 2 cups for 2-3 year olds and 3 cups for 4-6 year olds.*

WIC Team Water Challenge

http://www.nal.usda.gov/wicworks/Sharing_Center/gallery/water1.htm

This program challenges WIC staff to drink 8 glasses of water each day for two weeks. Includes instructions and tracking sheet, promotional flyer and award certificate. Use this for an activity supporting WIC staff.